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COKER COTTONS

for

1942



111 COKER'S PEDIGREED SEED COMPANY

The South's Foremost Seed Breeders

HARTSVILLE, SOUTH CAROLINA



Increase field of Coker 100 wilt resistant cotton. In 1940, 32 acres produced 25,066 pounds of lint. Note wide opening and fluffiness.

A new Coker 100 cotton with a high degree of wilt resistance, more vigor, high production and uniform good characterized lint of 1" to 1 $\frac{1}{16}$ " in length.

This cotton was bred to fill the persistent demand made by many growers and admirers of Coker 100 cotton who had some fields becoming infested with the wilt organism and on which the regular strains of Coker 100 could not be safely grown.

Coker 100 wilt is the result of six years continuous intensive and extensive selection and plant-to-row testing on our badly wilt infested soils and this followed by three years subsequent strain and variety testing on both wilt and non-wilt soils.

VARIETY TEST RECORD

Coker 100 wilt ranked first in yield and first in total money value per acre in our wilt strain tests at Sumter and at Manning, S. C., in 1939. These tests included, in

COKER 100

WILT RESISTANT

addition to checks variety, 75 of our best wilt strains. In a similar test planted at Hartsville, it ranked 6th in yield and 9th in total money value. In 1940, it led our Coker 100 strain test in yield, producing 2,530 pounds of seed cotton and 1,030 pounds of lint per acre. A 32-acre increase field of this cotton in 1940, produced slightly in excess of 50 five-hundred-pound bales that were classed a full inch in length and of excellent character.

Its uniformly good performance in tests and field convinces us of its real merit and worthiness of being offered to our customers in the belief that it will contribute to the solution of their wilt problem, and give increased profits.

DESCRIPTION

Plant: Very open, semi-determinate in type. Vigorous and spreading with long, more erect fruiting branches and longer internodes, 3 to 4 vegetative branches.

Foliage: Thin, with dark green, deeply lobed leaves.

Season: Early.

Bolls: Round, ovate, slightly pointed. 66 to 70 to pound. Open extremely wide and fluff beautifully.

Lint Length: 1 $\frac{1}{32}$ " to 1 $\frac{1}{16}$ " under good conditions.

Lint Per Cent: 37% to 39%.

Character: Excellent, uniform, strong.

Production: High.

Wilt Resistance: High.

PRICES: \$12.50 per 100-lb bag, \$220 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.



Plant-to-row test of wilt resistant selections of Coker 100 cotton growing on badly wilt infested soil.

COKER 100

STRAIN 5

A Superior New Coker 100 Bred from Strain 3

Coker 100 Strain 5—a new Strain—superior even to our Strain 4 offered first last Spring, in both earliness and production. It is descended from our Coker 100 Strain 3, which needs no introduction to the many growers and admirers of Coker 100 cotton from Arkansas through the Carolinas.

ENVIABLE RECORD

Coker 100 Strain 3 has made an outstanding and consistently good record, both in tests and for growers. It led both the 1938 and 1939 Main Cotton Variety Tests conducted by the Pee Dee Experiment Station at Florence, S. C., in pounds of seed cotton, pounds of lint and total money value per acre. In these two years' tests it produced an average of 2,689.5 pounds of seed cotton and 1,046.8 pounds of $1\frac{1}{8}$ " lint per acre. These tests included over 40 of the best bred cottons in the South. Coker 100 Strain 3 led the 1940 Uniform Cotton Variety Test conducted by the Delta Branch Experiment Station at Stoneville, Mississippi, in total money value per acre, with a yield of 2,761.6 pounds of seed cotton and 905.8 pounds of $1\frac{1}{8}$ " lint per acre. It also ranked first and fifth in total money value per acre in the two outlying tests conducted by this station, in which this Strain was included, producing a staple of $1\frac{5}{32}$ " in length.

14 BALES ON FIVE ACRES

Coker 100 Strain 3 was planted by Mr. J. L. Hawkins of Greer, South Carolina, the winner of the first State prize in the 1940 South Carolina Annual State-wide 5-Acre Contest, producing 7,030 pounds of lint, or 1,406 pounds per acre.

Coker 100 Strain 3 was used in the 1940 National Cotton

Picking Contest held at Blytheville, Arkansas, and is also being used again this year. This cotton has earned its popularity by performance.

BEST YET OFFERED

In Coker 100 Strain 5, we have been able to keep all the good qualities of its Strain 3 parent, and in addition, have more uniformity in type, slightly higher production, earlier maturity, one per cent higher lint outturn and slightly longer staple. Strain 5 has led Strain 3 in total money value per acre in all tests in which both have been included. We offer this new Strain with the full assurance that growers of Coker 100 cotton will find this new Strain to be superior to any previous strain offered.

DESCRIPTION

Plant: Erect, semi-determinate in type with 1 to 3 vegetative branches and well spaced fruiting branches.

Foliage: Thin, dark green.

Season: Early.

Bolls: Round ovate, slightly pointed, 68 to 70 to pound. Open wide, fluff beautifully, storm and weather resistant.

Lint Length: $1\frac{3}{32}$ " to $1\frac{1}{8}$ " full under good conditions.

Lint Per Cent: 39% to 41%.

Lint Character: Excellent, uniform, strong.

Production: Highest.

PRICES: \$12.50 per 100-lb bag, \$220 per ton, f.o.b. Harts-ville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.



This photograph of the parent of Coker 100 Strain 5 illustrates excellent production, well spaced fruiting branches and large bolls. Coker 100 Strain 5 is the best of the Coker 100's yet offered.

COKER'S 4-IN-1 STRAIN 5

A New Strain—Earlier, Thinner Foliaged, More Determinate.

Coker's 4-in-1 cotton is one of the safest and most dependable varieties that we have ever bred. It is highly productive, highly wilt resistant, early, has nice bolls that open fully, fluff, and are yet storm resistant. It produces a lint that is uniform, hard, strong, of excellent character and $1\frac{1}{16}$ " to $1\frac{1}{8}$ " in length. It is the answer to the demand for a dependable "bread and meat" cotton that can be safely grown on both wilt and non-wilt soils.

CONTEST RECORD

Its record in the South Carolina 5-Acre Contest during 1938, 1939, and 1940 bears this out. During this period in which eight prizes were given each year, or a total of twenty-four prizes, growers with 4-in-1 won twelve, or 50% of all prizes offered; among these were two first State prizes and four first District prizes. These twelve prize-winning plots of 4-in-1 produced an average of 1,139.7 pounds of lint cotton per acre.

BEST GENERAL PURPOSE 4-IN-1

We have continuously enlarged our breeding experiments with 4-in-1 in an effort to breed still more valuable strains. So far we have bred and introduced four strains, each superior to previous strains offered. This year, we are offering for the first time, Coker's 4-in-1 Strain 5. This cotton is as highly wilt resistant as Strain 4, is earlier in maturity, has thinner foliage, a more determinate type, 1% higher lint yield and wider adaptability. It is the best general purpose 4-in-1 ever offered.



Row on left shows excellent wilt resistance and production of Coker's 4-in-1 Strain 5. Note wilt damage to rows in center and on right.

DESCRIPTION

Plant: Open, determinate, spreading with 3 to 4 low set vegetative branches and well spaced fruiting branches.
Foliage: Thinnest of all 4-in-1 strains offered.
Season: Earliest of all 4-in-1's.
Bolls: Round ovate, slightly pointed, 65 to 70 to pound. Open wide, pick easily, yet storm resistant.
Lint Length: $1\frac{1}{16}$ " to $1\frac{1}{8}$ " under good conditions.
Lint Per Cent: 36% to 38%.
Lint Character: Excellent, uniform, very strong.
Production: Very high.
Wilt Resistance: Highest.

PRICES: \$12.50 per 100-lb bag, \$220 per ton, f.o.b. Harts-ville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

NOTE: Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.



This photograph of Coker's 4-in-1 Strain 5 was taken in early September, 1940.

COKER - WILDS

STRAIN 13

A New Strain Descended from Wilds Strain 11

Wilds cotton is recognized from Arkansas to South Carolina as being the best upland long staple in the country and as having no competition in its length class. Our long continuous breeding efforts are directed towards strengthening this cotton's many desirable characteristics. So far, we have bred and offered twelve strains of Wilds—each superior in some respects to previous strains. This year, we are offering the thirteenth strain—Wilds 13.

THINNER FOLIAGE—SMALLER STALK

Wilds 13 was bred from Wilds 11 and has its many good qualities, such as earliness, desirable type, drought resistance, large bolls, excellent opening, fluffiness, high production, early fruitage, high per cent (33% to 35%), and a fibre that is $1\frac{3}{8}$ " to $1\frac{1}{2}$ " in length, silky and strong. In addition, Wilds 13 has thinner foliage, is more open in type and produces a smaller plant growth.

EARLY FRUITAGE—LARGE BOLLS

Daily bloom counts show Wilds strains to be the earliest of all cottons in setting a crop; however, the bolls are large and require a longer period to develop. The hull is thick, tough and weevil resistant. The thinner foliage and smaller plant growth of Wilds 13 assures even better and more uniform opening.

DESCRIPTION

Plant: Semi-dwarf, open, 1 to 3 vegetative branches and well spaced fruiting branches.

Foliage: Thin, medium small leaf.

Season: Very early.

Bolls: Round ovate, slightly pointed, 65 to 70 to pound. Open wide, fluff beautifully, storm resistant, looks and picks like short cotton.

Lint Length: $1\frac{3}{8}$ " to $1\frac{1}{2}$ " under good conditions.

Lint Per Cent: 33% to 35%.

Lint Character: Best, strong, silky.

Production: Very high for cotton of its length.

PRICES: \$12.50 per 100-lb bag, \$220 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.



Wilds Strain 13 combines the desirable features of previous strains with thinner foliage and smaller stalk.

How Growing Conditions Affect Your Cotton

The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility, culture and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or poor conditions will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.



Production plus extra length staple.

COKER 200 STRAIN 2

A still earlier, more productive Coker 200 cotton that has all the desirable characters of the parent strain; small stalk, small deeply lobed leaves, medium sized bolls that open wide, fluff and pick easily, yet are storm resistant; a good gin outturn (37% to 39%) and excellent characterized, $1\frac{1}{16}$ " to $1\frac{1}{8}$ " staple.

DESCRIPTION

Plant: Small, determinate, very open, symmetrical, 2 to 4 low set vegetative branches and well spaced fruiting branches.

Foliage: Very thin, leaves small, deeply lobed.

Season: Very early.

Bolls: Medium, 70 to 80 to pound, round ovate, slightly pointed, open wide, fluff beautifully, storm resistant.

Lint Length: $1\frac{1}{16}$ " to $1\frac{1}{8}$ " under good conditions.

Lint Per Cent: 37% to 39%.

Character: Excellent, uniform, strong, full bodied.

Production: Excellent.

PRICES: \$8.50 per 100-lb bag, \$155 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.



A prolific cotton with small stalk, small leaf and extra earliness, especially recommended for heavier types of cotton land.

COKER 100 STRAIN 4



A two-bale per acre field of Coker 100 Strain 4.

An extremely early, thinner foliaged, more open growing Coker 100 with $1\frac{1}{8}$ " staple under normal conditions and 38% to 40% lint; very uniform in type and of highest production.

The daily bloom counts show Coker 100 Strain 4 to be the earliest of any previous strain of Coker 100 that we have offered. The leaves are small and deeply lobed. The plants are vigorous yet open in type with 2 to 4 vegetative branches and long, well spaced, heavily balled fruiting branches. The bolls are of medium size, 70 to 74 to pound; open wide, fluff beautifully, yet are storm resistant—a most desirable cotton of ideal type.

Its vigor, open type, thin foliage and extreme earliness make Coker 100 Strain 4 adapted to planting on any cotton soils not infested with fusarium wilt, from Mississippi Delta to the Coastal Plains.

DESCRIPTION

Plant: Very open in type, semi-determinate, vigorous and spreading, with long fruiting branches.

Foliage: Very thin; deeply lobed leaves.

Season: Extra early.

Bolls: Round ovate, slightly pointed, 70 to 74 to pound, open wide, fluffy, storm resistant.

Lint Length: $1\frac{1}{16}$ " to $1\frac{1}{8}$ " under good conditions.

Lint Per Cent: 38% to 40%.

Character: Excellent, very uniform, strong fiber.

Production: High.

PRICES: \$8.50 per 100-lb bag, \$155 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

COKER'S 4-IN-1 STRAIN 4

Coker's 4-in-1 Strain 4 is a highly wilt resistant cotton of early maturity. Under normal conditions, it produces a staple length of $1\frac{1}{16}$ " or better with a lint turnout from 35% to 37%. It has made an excellent yield record both on wilt and non-wilt soils, under field conditions and in cotton variety tests.

The plant is erect, open growing with well spaced medium long fruiting branches and medium small leaf. The bolls open wide fluff beautifully and combine ease of picking and storm resistance. They average from 70 to 75 to the pound.

PRICES: \$8.50 per 100-lb bag, \$155 per ton, f.o.b. Hartsville S. C., and Memphis, Tenn. All seed are treated with Ceresan.

NOTE: Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.



4-in-1 Strain 4 combines a high degree of wilt resistance with excellent production and premium staple.

